

FILE

APR 29 1946

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5					10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

RUTH FINLEY, Editor
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor
NEW YORK 19, N.Y.

El.dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 26, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	NEW TREND-SETTING FUR COLLECTION Persian lamb is featured in the newly-opened, trend-setting collection of Zimmerman-Scher furs. Another specialty: "AA" sizes, designed for women of average American height, 5'3". Press invited. For appointments, contact: Jack Zimmerman, PE. 6-9316.	ZIMMERMAN-SCHER, INC.	150 WEST 30TH STREET SHOWROOM
Friday April 26 10:30 A.M. Breakfast	PREVIEW: EXCLUSIVE BEDROOM ENSEMBLES Lord & Taylor will present a collection of bedroom ensembles in new, exclusive Hope Skillman striped fabrics. Each fabric will be displayed in an individual setting by one of the decorators of the Lord & Taylor staff. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	8TH FLOOR DECORATORS' CORRIDOR
Friday April 26 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Summer cottons and graduation clothes will be featured at the monthly "Tricks for Teens" Fashion Show. Open to public. Publicity: Carolyn Rose, LA. 4-7000.	SAKS 34TH STREET	DEBUTTEEN SHOP 2ND FLOOR
Friday April 26 12:30 P.M. Luncheon	"TRENDS IN FASHION MERCHANDISING" Jane Engel, authority on buying and merchandising of fashion apparel, who operates stores and departments in large department stores throughout the country, will discuss "Present Trends in Fashion Merchandising" at the Retail Distribution Group luncheon meeting. Cost: Members, \$1.50; Non-members, \$1.75. For reservations, contact: Rhoda Robbins, Group Sec'y, MU. 5-8600.	AMERICAN MARKETING ASSOCIATION	HOTEL SHERATON LEXINGTON & 37TH ST.
Saturday April 27 1:00 P.M. Luncheon	CUSTOM-MADE GOWNS, SUITS AND DRESSES Collection of custom-made gowns, dresses, suits, and a bridal procession will be presented at a benefit luncheon. Hats by Dorothy Gordon (14 East 56 St.). Tickets: \$4.00. Contact: Sydell Gowns, PL. 8-0892.	SYDELL GOWNS 666 FIFTH AVENUE	HOTEL NEW YORKER MAIN BALLROOM

WEEK BEGINNING MONDAY, APRIL 29, 1946

April 27	NATIONAL FISHERMAN'S WEEK (April 27-May 4)		
April 28	DAYLIGHT SAVING TIME BEGINS (Sunday)		
April 28	NATIONAL BABY WEEK (April 28-May 4)		
Monday April 29 4:00 P.M. Cocktails	PRESS PREVIEW: BERNARDO SANDALS First presentation of the Bernardo Sandals, designed by Bernard Rudofsky. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BERNARD RUDOFSKY	RITZ CARLTON HOTEL CRYSTAL GARDENS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 29 5:00 P.M. Cocktails	PRESS PARTY FOR "OLD VIC" LEADING LADIES Gertrude Lawrence, Beatrice Straight of Theatre Inc., and Herman B. Delman, president of Delman, Inc., will welcome the three leading ladies of the London Old Vic Theatre Company at a cocktail party in the Rose Room, Hotel Algonquin. Miss Lawrence will present the guests of honor with "Footlight Echoes", three new Delman evening shoes, created in honor of the three leading ladies. Attendance by invitation only. Publicity for Theatre, Inc.: Morton Gottlieb, BR. 9-6173. Delman Publicity: Hilde M. Straus, VO. 5-5000, Ext. 15J.	DELMAN, INC.	HOTEL ALGONQUIN 59 WEST 44TH STREET
Monday April 29	ANNUAL MEETING OF HOSIERY MANUFACTURERS The 1946 annual meeting of the Nat'l Assn. of Hosiery Mfrs. and a 1946 Hosiery Conference, as announced by Earl Constantine, Pres. of the Assn.	NATIONAL ASSN. OF HOSIERY MANUFACTURERS	CLARIDGE HOTEL ATLANTIC CITY, N.J.
Tuesday April 30 4:30 P.M.	PRESS PREVIEW: "BEACH GAZETTE" "Beach Gazette" -- preview of Frances Sider's new beachwear and playclothes at a Pink Champagne Party for the press. This promotion will be exclusive with Saks Fifth Avenue in New York. Attendance by invitation. Publicity: Mildred Kaldor, BR. 9-9399.	FRANCES SIDER	1384 BROADWAY SHOWROOM
Tuesday April 30	NEWSSTAND DATE: MAY ISSUE The "Look Where You're Going" issue of Mademoiselle, devoted to travel and play.	MADemoisELLE MAGAZINE	STREET & SMITH PUBLICATIONS

OUT-OF-TOWN FALL MARKET OPENINGS

May 1	CALIFORNIA SPORTSWEAR GUILD	LOS ANGELES, CALIF.
May 13	CHICAGO FASHION INDUSTRIES	CHICAGO, ILLINOIS
May 15	CALIFORNIA APPAREL CREATORS	LOS ANGELES, CALIF.
May 18	CHICAGO STYLE EXHIBITORS, INC.	CHICAGO, ILLINOIS
May 20- May 25	AMERICAN FASHIONS ASSOCIATION DALLAS FASHION & SPORTSWEAR CENTER	DALLAS, TEXAS
May 22- June 22	SAN FRANCISCO MANUFACTURERS' AND WHOLESALEERS' ASSOCIATION	SAN FRANCISCO, CALIF.
May 27	ST. LOUIS FASHION CREATORS	ST. LOUIS, MISSOURI

Wednesday May 1 12:00 Noon Luncheon	"FALL FASHIONGANZA" LUNCHEON SHOWING Junior Deb will present its "Fall Fashionganza" of Junior Deb Originals -- junior and misses coats, suits, and raincoats, featuring Parisian originals from which a portion of the line has been inspired. Press and trade by invitation. Publicity: Bea Baris, LO. 3-6759.	JUNIOR DEB (SIMON COHEN & CO.)	RITZ CARLTON HOTEL BALIROOM
--	---	-----------------------------------	--------------------------------

May 1 MAY DAY (Wednesday)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 1 12:15 P.M. Luncheon	NINTH ANNUAL DESIGN AWARDS LUNCHEON "Building For Peace" is the theme of the Ninth Annual Lord & Taylor American Design Awards Luncheon. The four winners are individuals whose efforts in this direction can serve as an inspiration to every citizen of the land. Miss Dorothy Shaver, President of Lord & Taylor, will make the presentation. Guest speakers: Senator Wayne Morris of Oregon; and Dr. Howard A. Rusk. Attendance by invitation only. Feature Publicity: Rea Lubar, WI. 7-3300.	LORD & TAYLOR 424 FIFTH AVENUE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday May 1 1:00 P.M. Luncheon	MAY DAY LUNCHEON FASHION SHOW South-American inspired American fashions will be presented by Franklin Simon under auspices of the Woman's League of Tranquility. Admission: \$15. Contact: Mrs. Joseph Jessell, TR. 7-8126; or Mrs. Robert Renie, EL. 5-2670.	FRANKLIN SIMON & CO.	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday May 1 1:00 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOW "May Day Brides" -- a showing of custom-made originals for formal and informal wedding wear, presented at luncheon. Open to public. Press by invitation. For reservations, contact: "Frank", Sert Room headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity: Ted Saucier, EL. 5-3000.	THE TAILORED WOMAN 742 FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday May 1 2:00 P.M.- 5:00 P.M.	OPEN HOUSE FOR APPAREL SHOP Gunther will celebrate the first anniversary of their third floor apparel shop with Open House from 2:00 P.M. to 5:00 P.M., when a continuous fashion show will be in progress. Open to public. Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE
Wednesday May 1 4:00 P.M. Cocktails	PREVIEW: EXHIBITION "OF MASKS AND MEN" Exhibit of the drama, spirit, meaning, and use of the mask in all parts of the world as worn to imitate, disguise, and protect. Preview of these curiosities and works of art by invitation only. Contact: EN. 2-8500.	AMERICAN MUSEUM OF NATURAL HISTORY	CENTRAL PARK WEST AT 79TH STREET
Wednesday May 1 9:00 P.M.	"THEATRE DE LA MODE" MINIATURE FANTASY 200 doll-mannequins, costumed in the latest Paris fashions by 150 couturiers, furriers, and jewelers, will be presented in a series of "tableaux vivants", designed by noted painters and scenic designers. Some will wear precious jewelry made to scale, containing millions of tiny stones, including diamonds. Jewelers represented will be: Bainin, Boucheron, Bry, Cartier et Cie, Chaumet, Dusaussay, Fontana, Mauboussin, Mellerio, Regnier, Van Cleef & Arpels, and Vever. Many Paris fashion personalities are flying over for the opening. Press preview by invitation only, Tuesday, April 30, 12:00 Noon to 2:30 P.M. After a formal opening night on May 1 at 9:00 P.M. (tickets, \$25.00), "Le Theatre de La Mode" will open to the public for 2 months, from 11:00 A.M. to 10:00 P.M., in the Whitelaw Reid House, lent by Coty, Inc. Admission: \$1.20, including tax. Tuesday, May 7, will be Fashion Group Day, and member and their friends are urged to attend on that day. Thursday evening, May 9, will be "Advertising Night", as designated by the Advertising Women of New York. Publicity: Mrs. Engel, "Theatre de La Mode", EL. 5-1824.	AMERICAN RELIEF FOR FRANCE	WHITELAW REID HOUSE 451 MADISON AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 1	PUBLICATION DATE: "ONE WORLD OF FASHION New pictorial portfolio on the history of fashion by M. D. C. Crawford, Research Editor, Fairchild Publications. Illustrations on fabrics and cos- tume arts from 3500 B.C. to 1942, with introduction and descriptive text. In addition, sections on jewelry, millinery, footwear, lacemaking, knit- ting, and embroidery. Price: \$10.00. Contact: AL. 4-5252.	FAIRCHILD PUBLISHING CO.	8 EAST 13TH STREET
Thursday May 2 12:15 P.M. Luncheon	BUYERS' BOARD LUNCHEON MEETING Discussions for buyers during luncheon: <u>Thurs., May 2</u> -- "Misses Coats and Suits"; <u>Thurs., May 9</u> -- Fabric Discussion...Improvement of Labelling; <u>Thurs., May 16</u> -- "Junior Coats and Suits"; <u>Thurs., May 23</u> -- "College Shop Buyers". Publicity: Nancy Copeland, WI. 7-2790.	WOMEN'S REPORTER	EMPIRE STATE BUILDING 21ST FLOOR
Friday May 3 10:00 A.M.- 11:00 A.M.	SHOWING OF SHORT HAIR STYLES Individual hair-dos with short hair will be demonstrated on live models by Harry D'Amico, President of the American Association for Personalized Hair Styles. He will also reveal the results of a survey taken in more than 100,000 American homes throughout the country as to the preferences of women and men on the question "to bob or not to bob." Attendance strictly by invitation. Publicity: Billie Gould, Inc., LA. 4-8773.	HARRY D'AMICO, HAIR STYLIST	HOTEL NEW YORKER PARLOR A
Saturday May 4- May 11	MODERN HOMES EXPOSITION OF 1946 National Modern Homes Exposition, with emphasis on design, location, financing, construction, equipping, furnishing, modernizing, landscaping, servicing and maintenance of individual homes or apartments, including a special display of New Products. Tickets: 50¢ each. Publicity: Frank Johnson, 23 E. 26th St., Room 908, LE. 2-0449.	METROPOLITAN ASSN. OF REAL ESTATE BOARDS	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
Monday May 6 4:30 P.M. Cocktails	SPECIAL COLLECTION OF SUMMER FASHIONS Justin McCarty will present a special collection of new Summer fashions. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	JUSTIN McCARTY	HAMPSHIRE HOUSE COTTAGE
Monday May 6- May 10 1:00 P.M.- 11:00 P.M.	SHOWING OF ANTIQUES FOR THE HOME New York's oldest and largest Antiques Show, backed by 17 years of tradi- tion, with 20 states represented among its 150 exhibitors. In it, the Metropolitan Museum will have a central booth dedicated to its Golden Jubilee building expansion program. Pieces for the average home will be on exhibit, featuring 18th Century American antiques. Fair under manage- ment of Mrs. Dorothy Hazen and Clifford J. Nuttall. Admission: \$1.20 (including tax). Publicity: Brackett Hazen Advertising, MU. 4-6219.	N. Y. ANTIQUES FAIR	ARMORY 34TH ST. & PARK AVE.
May 6	EIGHTH ANNUAL NATIONAL POSTURE WEEK (MAY 6-11)		
May 6	NATIONAL RESTAURANT WEEK (MAY 6-12)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 7 12:30 P.M. Luncheon	"SWEET TOOTH SET" FASHION PREVIEW Press preview of Sally Mason's new blouses and jumpers, featuring "Chubby Teens" in addition to regular girls' sizes. Attendance by invitation. Publicity: Mildred Kaldor, BR. 9-9399.	SALLY MASON INC.	498 SEVENTH AVENUE 9TH FLOOR
Tuesday May 7 3:30 P.M.- 6:30 P.M. Cocktails	25TH ANNIVERSARY COCKTAIL PARTY Rosenblatt and Kahn, Infants' and Children's Wear manufacturers, will have a 25th anniversary cocktail party for press, buyers and trade, by invitation only. Contact: Charles Harrison, MU. 3-1267.	ROSENBLATT AND KAHN (520 EIGHTH AVENUE)	HOTEL NEW YORKER ROOMS E & H
Tuesday May 7 4:00 P.M.- 6:00 P.M. Tea	MILLINERY FASHION PRESENTATION The Millinery Creator's Guild will issue invitations for their showing of hats by the following exhibitors: Bernice-Charles, Harryson Hats, G. Howard Hodge, Milgrim Hats, Inc., Edgar J. Lorie, Inc., Germaine Montabert, Inc., Jeanne Tete, Inc., and Vogue Hats-Garfunkel Makers, Inc. <u>Attendance strictly by invitation.</u> Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS GUILD INC.	HOTEL PIERRE COTILLION ROOM
Wednesday May 8 12:15 P.M. Luncheon	HOUSING DISCUSSION AT LUNCHEON MEETING Home Furnishings Luncheon Meeting. Members of other divisions invited. Subject: "The How's of Housing." Charles S. Ascher, Regional Housing Expediter, Region 2, National Housing Agency, will speak on "How About Housing Under the Wyatt Program?" Margaretta Van Rensselaer Schuyler, president, Margot Schuyler Associates; and merchandise consultant, House and Garden Magazine, will discuss the subject "How About The New Housing Plans And The Home Furnishings Industry?" Luncheon (including tax and tip): \$3.10 for members; \$3.50 for guests. Members may bring guests. Reservations close Tuesday, May 7, 5:00 P.M. Chairmans Maude Hill Basserman of W. & J. Sloane. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. 9 ROCKEFELLER PLAZA	BILTMORE HOTEL BALLROOM
Wednesday May 8 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING Arnold Constable will present Summer fashions during luncheon. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Arnold Constable Publicity: Gerry Morgan, CA. 5-2300, Ext. 202. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday May 8 4:45 P.M. Cocktails	HAIR STYLES FOR JUNE WEDDINGS Guro will present a showing of summer coiffures, featuring a June wedding with hair styles for each member of the wedding party. Fashions by The Tailored Woman. By invitation only. Publicity: Nona James, VO. 5-3440.	GURO 441 MADISON AVENUE	WALDORF-ASTORIA THE WEST FOYER
Wednesday May 8	V-E DAY (END OF WAR IN EUROPE, 1945). Also, birthday of President Harry S. Truman.		
Thursday May 9 1:00 P.M. Luncheon	BRIDAL SHOWING OF GIFTS & ACCESSORIES Luncheon showing of Georg Jensen's new gifts and accessories for the bride. Also, hand-finished clothes for children. Press by invitation. Open to public. Fashion Show Director and Publicity: Mary Alice Rice, CI. 6-1790.	GEORG JENSEN 667 FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 9 2:30 P.M.; 7:30 P.M.	"SEE AMERICA FIRST" FASHION PRESENTATION Hearn's will present a forecast of Spring and Summer vacation, play, and travel clothes. Emphasizing the theme "See America First", the clothes will be appropriate at dude ranch, seashore, resort, or "down on the farm." Commentator: Nancy Craig ("Woman of Tomorrow" NBC Program). Open to public. Publicity: Helen Denson, Denson-Frey and Affiliates, MU. 3-3295.	HEARN DEPT. STORES 5TH AVE. AT 14TH ST.	5TH FLOOR AUDITORIUM
Thursday May 9 3:00 P.M.	"WHAT GOES ON UNDER THE SUMMER SUN" Showing of cottons, spun rayons, and linens for summer, including all sizes for all occasions. This will be the official opening of Martin's Cotton Shop for 1946. Open to public. Publicity: Stella Doern, TR. 5-3100.	MARTIN'S BROOKLYN	3RD FLOOR
May 11	NATIONAL GOLF WEEK (May 11-18)		
May 12	MOTHER'S DAY (Sunday) -- This year's theme: "Remember Mother...She's a Veteran too."		
Monday May 13 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW New Summer clothes will be presented by Russeks during luncheon at the St. Regis Roof. Open to public. Press by invitation. Luncheon from \$1.85. For reservations, contact: PL. 3-4500, Ext. 123. Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Tuesday May 14 10:30 A.M.	PRESS PREVIEW: "FOLIO OF FALL FASHIONS" A new member joins a famous family..."Sacony-Fulura" fashions...an outstanding achievement in wool blending makes its debut at a press preview, prior to trade showing. Attendance by invitation. Publicity: Sophie Goode, VA. 6-0295.	SACONY	HAL REIFF STUDIO 328 E. 42 ST.
Tuesday May 14 4:00 P.M. Cocktails	PRESS PREVIEW: JEWELRY, GIFTS AND ACCESSORIES A Maytime Cocktail Party in Lambert Brothers' new gift shop, showing gifts, jewelry, leather goods, and fashion accessories. Also, a "Then and Now" display of 84 different wedding rings covering a period of 70 years, showing the changes in design. Attendance by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	LAMBERT BROS. JEWELRY	LEXINGTON AVE. & 60TH 2ND FLOOR
Wednesday May 15 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Luncheon showing of fashions by Hattie Carnegie on the Starlight Roof of the Waldorf. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
May 15	STRAW HAT DAY IN MANY CITIES (Wednesday)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 15- May 17	ANNUAL TOILET GOODS CONVENTION & AWARD The Charles S. Welch Memorial Award for outstanding packaging will be presented to the winner for 1946 during luncheon on Thursday, May 16. Attendance by invitation. Contact: Toilet Goods Convention Committee, Room 630, Chrysler Building, N.Y. 17, or CO. 5-5443.	TOILET GOODS ASSN. 9 ROCKEFELLER PLAZA	WALDORF-ASTORIA GRAND BALLROOM
Thursday May 16 12:30 P.M. Luncheon	PRESS PREVIEW: FALL SPECTATOR FASHIONS Luncheon fashion preview of Hadden Casuals, showing new spectator dresses for Fall. Attendance by invitation only. Publicity: Silvia Shields, Chernow Co., PE. 6-3520.	HADDEN SPORTS	110 WEST 40TH STREET SHOWROOM
Thursday May 16 4:00 P.M.- 6:00 P.M.	"IT MIGHT AS WELL BE FALL" A Cocktail Party for the press, to present a Preview of the Fall line of A. Goodman & Co. Commentator: Vyvyan Donner, Fashion Director, Fox Movietone News. Attendance by invitation only. Publicity: Billie Gould, Inc., LA. 4-8773.	A. GOODMAN & COMPANY	530 SEVENTH AVENUE SHOWROOMS
Friday May 17 12.30 P.M. Luncheon	THIRD ANNUAL LUNCHEON "Head-Fitting Hats" will be the theme of the third annual luncheon fashion show presented by the Millinery Designers League. For reservations, contact: Mrs. Bessie Auerbach, PE. 6-1050. Press strictly by invitation. Publicity: Ann F. Rummelhart, MU. 6-2469.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Monday May 20- May 25	NATIONAL COTTON WEEK PROMOTION CAMPAIGN "Cotton is Back!" is the slogan for this year's Cotton Week, proclaiming The Cotton Textile Institute's "honorable discharge" from further war effort. Stores will plan merchandise presentations built around new cotton products for the years ahead. There will be cotton carnivals and similar social events again after their lapse since Pearl Harbor. Contact: NO. 2-0270.	THE COTTON-TEXTILE INSTITUTE	THROUGHOUT THE COUNTRY
Tuesday May 21 12:30 P.M. Luncheon	RIT DYE FASHION SHOW AND LUNCHEON "Rit Did-It" will be the theme of Summer and Fall fashions presented by Rit Dye Corporation, a subsidiary of The Best Foods, Inc. Renovated outfits, accessories and home crafts using dye will be featured. Attendance by invitation only. Contact: The Best Foods, Inc., MU. 4-1400.	THE BEST FOODS, INC. 88 LEXINGTON AVENUE	WALDORF-ASTORIA LE PERROQUET SUITE
Tuesday May 21 5:00 P.M. Cocktails	PRESS PREVIEW OF BONMOUTON - COATS Outstanding fur designers will present Bonmouton custom-made coats at a cocktail fashion show. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	OUTSTANDING FUR DESIGNERS	WALDORF-ASTORIA ASTOR GALLERY
Wednesday May 22 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Presentation of Dein-Bacher's furs during luncheon, the last of the Wednesday Luncheon Fashion Shows at the Waldorf for the current season. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room Headwaiter, EL. 5-3000. Contact: Dein Bacher, PL. 8-0221. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 22	NEWSSTAND DATE: CHARM MAGAZINE "Brides"--theme of June issue. Publicity: Henrietta Williams, MU. 3-8910.	STREET AND SMITH PUBLICATIONS	122 EAST 42 STREET NEW YORK CITY
May 22	NATIONAL MARITIME DAY (Wednesday)		
Thursday May 23 10:00 A.M. Breakfast	AQUATIC HAIRDO FASHION SHOW Drene Shampoo presents "water baby" hairdos that stay put and look glamorous both for swimming and dancing. Attendance by invitation only. Contact: Pauline Bowie, BU. 8-5000.	PROCTER & GAMBLE (MAKERS OF DRENE)	HOTEL PIERRE ROOF GARDEN
Friday May 24	REOPENING: MEDIEVAL GALLERIES Illustrating European civilization from the 3rd to the 16th century, these selected groups of enamels, ivories, metalwork, sculpture, glass, ceramics, and textiles were put away for safekeeping during the war, and will be returned to exhibition in a new setting. Included are many pieces from the J. Pierpont Morgan collection. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST.
Friday May 24- Sept. 28	OPENING: ROOSEVELT RACEWAY SEASON Opening of the seventh season of night racing, as part of the nationwide revival of harness racing.	ROOSEVELT RACEWAY	WESTBURY LONG ISLAND
May 25	NATIONAL TENNIS WEEK (May 25-June 1)		
May 30	MEMORIAL DAY (Thursday)		
Saturday June 1- October 1	REOPENING OF SUMMER SOUTHAMPTON SHOP Closed since 1939, the summer shop will be devoted largely to sportswear, handbags, costume jewelry, cosmetics, and possibly a children's department.	SAKS FIFTH AVENUE	8-12 MAIN STREET SOUTHAMPTON, L.I.
Beginning Monday June 3	OPENING OF FALL LINES In accordance with the practice followed in recent seasons, the Guild houses will show only a single collection for the season. Guild members who will present their lines include:	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
	HANSEN BANG, INC. ROSE BARRACK, INC WILLIAM BASS DRESS CO. ANTHONY BLOTTA CAPRI FROCKS, INC. CARLYE DRESSES CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO.	FRED GREENBERG CO. JOSEPH HALPERT & CO. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS, INC. KAPLAN & GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES, INC. DAVID LEONARD & LEVINE MARY LEE, INC.	MORRIS & MARCUS PARNIS-LIVINGSTON BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. HANNAH TROY, INC.

Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 3- June 7	SHOWING OF BONMOUTON "WINTRA" COATS Presentation to the trade of new Bonmouton "Wintra" coats, with showing from 9:30 A.M. to 12:00, and 2:00 P.M. to 5:30 P.M. during the week of June 3. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	TOWN & COUNTRY CLUB FURS INC. (540 W. 58 St.)	WALDORF-ASTORIA LE PERROQUET SUITE
Monday June 3- June 14	OPENINGS: FALL FORMAL WEAR First joint opening of formal wear firms, with a showing of Fall lines by members of the Formal Dinner and Wedding Dress Guild, including: ANDORA FROCKS BARBARA DANCE FROCKS BEAUTIME FORMALS BON RAY DANCE FROCKS NAT CANTOR FORMALS CARMIE DANCE FROCKS COLUMBIA JUNIORS HENRY H. CONDER, INC. COQUETTE FORMALS DANSANT FROCKS	FORMAL DINNER AND WEDDING GUILD DEBI DANCE FROCKS DU BARRY FROCKS GLAD MODES, INC. MIRIAM MODES GEORGE JACOBSON, INC. LEO JACOBSON, INC. HARRY KEISER, INC. DAVID KLEIN, INC. KOPP & WEINBERG, INC.	INDIVIDUAL NEW YORK SHOWROOMS LEE CLAIRE, INC. MISS AMERICA DANCE FROCKS NITE CLUB FROCKS FRED PERLBERG, INC. PRE VUE DANCE FROCKS SEALOVE-BECKER WILL STEINMAN, INC. TOPPER FORMALS YOUNG MODES
Thursday June 6 4:00 P.M.- 6:30 P.M. Cocktails	"FOREVER AMOROUS" TULA FASHION SHOW A "glamour" fashion show featuring "Forever Amorous" hostess pajamas and nagligees for home or dining out. Entire collection inspired by fashions worn by the famous beauties of history, highlighting the Persian influence in hostess pajamas as featured in the 20th Century-Fox production "Anna and the King of Siam". Commentator: Vyvyan Donner, Fashion Director, 20th Century - Fox Movietone News. Press strictly by invitation. Publicity: Billie Gould, Inc., LA. 4-8773.	SAM LANDAU, INC.	HOTEL PIERRE ROOF GARDEN
Beginning Monday June 10	OPENING OF FALL SPORTSWEAR LINES The members of the Sportswear Guild and their respective Fall opening dates are as follows: <u>June 10</u> STAR-MAID DRESSES <u>June 11</u> ADLER & ADLER, INC. KANE-WEILL, INC.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS <u>June 12</u> DAVIDOW DAVID M. GOODSTEIN, INC. MUTUAL-ROSENBLOOM CO. <u>June 13</u> CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG SPORT-CRAFT
Contact individual manufacturers.			
Wednesday June 12 4:00 P.M. Cocktails	ANNUAL FASHION SHOW AND PRESS PARTY Sixth annual National Sewing Contest Fashion Show and Cocktail Party, sponsored by the National Needlecraft Bureau, to award prizes to national sewing champions. Alma Kitchell of the Blue Network will be Mistress of Ceremonies. Attendance by invitation only. Publicity: Grace Turner, of Win Nathanson Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Sunday
April 28

S. HUROK'S BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET
Program for the third week of the four-week season is as follows:
Sun. Mat. April 28--concert by MARIAN ANDERSON
Sun. Eve. April 28--SYLPHIDES, UNDERTOW, JUDGMENT OF PARIS, HELEN OF TROY
Mon. Eve. April 29--GRAZIANA, FIREBIRD, APOLLO, TALLY-HO
Tues. Eve. April 30--GISELLE, INTERPLAY, ON STAGE
Wed. Eve. May 1--ALEKO, UNDERTOW, PRINCESS AURORA
Thurs. Eve. May 2--ROMEO & JULIET, ON STAGE, PAS DE DEUX, BLUEBEARD
Fri. Eve. May 3--SYLPHIDES, PILLAR OF FIRE, PAS DE QUATRE, FANCY FREE
Sat. Mat. May 4--SWAN LAKE, FAIR AT SOROCHINSK, INTERPLAY, GIFT OF MAGI
Sat. Eve. May 4--PETROUCHKA, INTERPLAY, JUDGMENT OF PARIS, AURORA
Tickets: \$1.20--\$3.60 (including tax). Publicity: Ruth Goode, PL. 3-0820.

Tuesday
April 30

OPENING: "THIS, TOO, SHALL PASS" BELASCO THEATRE, 115 WEST 44TH STREET
Don Appell's new play about the subconscious racial prejudices of a small
midwestern family distorting the lives of a pair of young lovers. Cast in-
cludes Ralph Morgan, Jan Sterling, Kathryn Givney, Walter Starkey, and
Michael Brown. Producer: Richard Krakeur. Costumes: Bonwit Teller and
Saks Fifth Avenue. Publicity: Karl Bernstein, CI. 6-0427.

Wednesday
May 1

OPENING: SAN CARLO OPERA CENTER THEATRE, 49TH ST. & SIXTH AVE.
Fortune Gallo's 1946 popular opera presentations:
Wed. Eve. May 1--AIDA Sat. Mat. May 4--CARMEN
Thurs. Eve. May 2--MME. BUTTERFLY Sat. Eve. May 4--IL TROVATORE
Fri. Eve. May 3--LA TRAVIATA Sun. Mat. May 5--RIGOLETTO
Contact: CO. 5-5474.

Thursday
May 2

CONCERT: MODERN AMERICAN MUSIC CARNEGIE HALL, 7TH AVE. & 57TH STREET
Music by Aaron Copeland, George Gershwin, and Leonard Bernstein at the
second of a series of three concerts sponsored by the Greater New York Com-
mittee for Russian Relief for the benefit of the First Central Medical
Institute of Moscow. Artists include: Dean Dixon and the American Youth
Orchestra; Marc Blitzstein, Isaac Stern, Muriel Smith and Charles Holland.
Tickets: \$1.80--\$3.60. Contact: WH. 3-2460.

Saturday
May 4 -
June 22
8:30 P.M.

OPENING: CARNEGIE "POP" CONCERTS CARNEGIE HALL, 7TH AVE. & 57TH STREET
Seven weeks of classical and popular music, with the following conductors
and artists for the first week:
Sat. May 4--SALUTE TO THE U. N. Arthur Rodzinski, conductor; Walter Hendl,
conductor-pianist; Robert Merrill, baritone.
Sun. May 5--Mark Warnow, conductor; David Ross, Narrator; The "Hit Parade
Singers"; Genevieve Rowe, soprano; John Corigliano, concert
master, N. Y. Philharmonic.
Mon. May 6--Edward Fendler, conductor; Roman Totenberg, violinist;
Katherine Dunham and her troupe of 18 dancers.
Tues. May 7--VICTOR HERBERT FESTIVAL. Rosario Bourdon, conductor;
Rosemarie Brancato, soprano; Donald Dame, tenor.
Wed. May 8--OPERATIC MUSIC. Alfredo Antonini, conductor; Vivian Della
Chiesa, soprano; Francesco Valentino, baritone.
Tickets: \$1.00 to \$3.00 plus tax. Contact: Box Office, Carnegie Hall.
Publicity: The Earl Ferris Company, Hope Associates Division, PL. 5-3100.